

This morning at 9:00 a. m.—When our doors formally open in the History of Drug Merchandising—and marks Torrance's shopping center of this entire area! Greater variety—quicker service

GRAND OPENING OF

The **LARGEST** and **FINEST**

Cosmetic Department
in This Entire Area.

... Featuring all of the best known, nationally advertised products:

- DOROTHY GRAY
- PRIMROSE HOUSE
- TUSSY
- COLONIAL DAMES
- MAX FACTOR
- PONDS
- LADY ESTHER
- ELMO
- ANATOLE ROBBINS
- CHEN YU
- and OTHERS.

This Department will be under the personal supervision of—

Sallye Stalcup
Noted Cosmetician

Who may be consulted free of charge on your beauty problems—She will help you select just the type and shade of Cosmetics most suitable to your personality!

Special Opening FEATURES

Regular \$2.00
COLONIAL DAMES

All-Purpose
CREAM . \$1

Regular \$2.00
DOROTHY GRAY

Blustery Weather
LOTION . \$1

Regular \$3.00 Jar
TUSSY

CLEANSING OR EMULSIFIED
CREAM . \$1.95
(\$1.75 Size . . . \$1)

CLOSE-OUT
Values to \$4.00
Popular Fragrances
COLOGNES
49c

Reg. 15c
NAIL POLISH REMOVER

5c

Reg. \$1.50
PROFESSIONAL MODEL HAIR BRUSH
White Bristle

79c

NYLON TOOTH BRUSHES

CHOICE—
ONLY **12c**

REGULAR 50c COMBS With Leather Case.....	16c
ENGLISH STEEL NEEDLES Regular Package.....	5c
SHAVING MIRROR Adjustable Metal Frame.....	49c
UNBREAKABLE WASH BOARDS Priced at Only.....	19c
ALL-METAL DUST PANS Get Yours Now!!!.....	25c
10c BARREL TUMBLERS	6 for 25c
MEN'S GABARDINE HATS Regular \$2.50.....	98c
REGULAR \$3.98 TO \$5.49 TOY TRUCKS Solid Wood.....	\$1.98
WHISKEY GLASSES	3 for 10c
METAL ASH TRAYS	3 for 10c
JIG SAW PUZZLES Different Designs.....	29c
BOXED STATIONERY Regular 49c.....	29c
BOX OF 100 PAPER CLIPS For Home or Office.....	3c
IRONING CORD PLUG ENDS Made for Service.....	10c
FOR CLEAN BOWLS PLUNGER Rubber Cup.....	15c
SHOWER SPRAYS Regular \$1.25.....	79c
CLOTHES LINE REELS Very Handy.....	39c
FOR YOUR TOOL BOX PLIERS Adjustable, Only.....	15c
ELECTRIC PLUG CAPS Replace Your Old Ones.....	5c
WRIST LITE TYPE FLASHLIGHT Very Serviceable.....	89c
IT GETS 'EM MOUSE TRAPS	2 for 5c

The economy and efficiency of the self-service idea has been proven in lower prices and quicker service in the purchase of foods . . . now this idea has been applied by DISCOUNT DRUG to bring these advantages to you in the purchase of your drug and sundry items. So we've completely remodeled, increased our front floor space about four times, increased our stock by thousands of dollars and put it ALL out in front where you can see it and get it . . . and last, but not least, reduced prices lower than you ever expected to see! So come in, folks . . . here's the finest and most modern drug store in Southern California! A store we know Torrance will be proud of . . . a store we know we are proud to have in Torrance!

OPEN DAILY
— TILL —
9 P.M.

10c
Metal Pot Cleaners
2 for 15c

NEW DISCOUNT
LUX --- PALMOLIVE
Lifebuoy---Sweet-
heart SOAP . . . **5c** Bar
Reg. 50c
DRESSING COMBS
CLEAR LUCITE . . . **19c**

NURSING BOTTLES	3c
PURE GUM BABY NIPPLES	3c
49c BABY BIBS, Only	11c
INFANTS' GLYCERINE SUPPOSITORIES	11c
BABY SWABS, Cotton Tipped	17c

PICT FRAME
New Styles

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BOX OF 5

DISCOUNT SEL

1334 EL PRADO